

Oklahoma Department of Agriculture,
Food & Forestry's Division of

Market Development

MISSION STATEMENT

The mission of ODAFF's Market Development Division is to increase agricultural literacy, increase consumer awareness of agriculture products, stimulate rural economic development and develop opportunities for producers, processors, wholesalers and retailers of Oklahoma products in domestic and international markets.

www.oda.state.ok.us/mktdev/



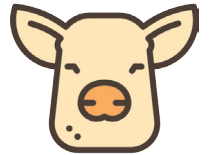
ECONOMIC DEVELOPMENT

Provides assistance to individuals, companies, rural communities and other State entities through loan and grant programs and technical support. Programs foster rural economic development by helping to develop or improve uses for agriculture products, diversified farming and expand production of value-added products. Programs include: the Agricultural Enhancement and Diversification Program, the Oklahoma Viticulture and Enology Revolving Fund, and the Specialty Crop Block Grant.

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MARKET NEWS

Unbiased price and sale information that assists in the orderly marketing and distribution of farm commodities for Oklahoma producers. Reports include price, volume, quality, condition and other market data. Information published on all reports deals with Oklahoma livestock and commodity prices.



FARM TO SCHOOL

A tool for teachers, early childhood centers, universities and hospitals to purchase locally grown produce providing students and patients with high-quality food in addition to economic benefits to farmers.



FARMERS MARKETS

A registry and assistance program for farmers markets that offers consumers the opportunity to buy directly from Oklahoma growers. In addition to access to high-quality, fresh foods, the markets provide a chance for consumers to build relationships with the people and families involved in production. Markets designated as "OK Grown" offer only products grown in Oklahoma.



AG IN THE CLASSROOM

Increases student and teacher awareness of the impact of agriculture on their lives and extends thinking about agriculture as a topic of study. Equips pre-K through 12th grade teachers with research-based curriculum and materials that integrate agriculture with school subjects.

AGRITOURISM

Connects Oklahoma farms, ranches and agricultural attractions that are open to the public with the people seeking agricultural experiences. Educational events for industry entrepreneurs, development of marketing and cooperative advertising for producers and many other public relations efforts fall under the Agritourism umbrella.



INTERNATIONAL TRADE

Specializes in assisting Oklahoma businesses with information and technical advice when conducting foreign trade. Assists companies with overcoming trade barriers such as cultural and language differences, government trade restrictions and financial limitations. Works closely with members of the Foreign Agricultural Service and federally funded Market Access Program that assists with overseas marketing and promotional activities that build commercial export opportunities for U.S. agricultural products.



MADE IN OKLAHOMA

Assists state agribusinesses in promoting their products at local, regional and national levels. Marketing programs aim to increase consumer awareness of the quality and availability of Oklahoma agricultural products. Promotional methods include cost-share participation at trade shows, cooperative television, radio and print advertising.

